

THE CLEVELAND MUSEUM OF ART  
CLEVELAND 6. OHIO  
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Sent to: Mr. Mastroianni (10.6.62) Press

Mr. Metzler, PD ( 10.7.62)

FOR RELEASE

Miss Kirkwood, Sun Press

(10.11.62)

Mrs. Bruner, Toledo Blade

(at will)

MODERN ART IN MODEST SIZE

An exhibition of MODERN ART IN MODEST SIZE opens at The Cleveland Museum of Art on October 9. The relatively small paintings, water colors, drawings and sculpture are examples of works by prominent living artists. Included are Afro and Dino Basaldella, Adolph Gottlieb, Balcomb Greene, Hans Hofmann, Jacques Lipchitz, Georges Mathieu, Henry Moore, Ben Nicholson, Alicia Perez Penalba, Theodoros Stamos, Jack Tworkov, Esteban Vicente and Adja Yunkers. Seven New York galleries have lent works to the exhibition.

In the contemporary art epoch of today big canvases sometimes sell by the square foot at big prices running into thousands of dollars. Some think: "A good big painting is better than a good little painting" and it is true that even the old masters considered size a factor in the salability of their works. Measurement is an objective scale of reference, and, assuming that an artist's work will be on a relatively uniform level of quality, it at least provides a method of arriving at a not completely absurd figure for sales.

Such a method, however, provides an advantage for the collector, particularly of modest means. If his taste is good, he can in many instances acquire fine examples by important artists at relatively low cost. The strictly measurable properties of the works of art have been properly labelled and priced. But the crucial area of quality, which yields only to the subjective - to taste and sensitivity - remains open to the connoisseur; and this is his only great advantage.

He must always be aware, however, that in many instances size does make a difference. A fine big canvas by Kline or Pollock or Rothko is not at all the same as a small work by one of these artists. In some cases the whole character of the work is different. In a few instances the small works are not as significant as the large ones. There are, let it be said, cases where the reverse is true, where the works of a

particular artist - e.g. Tobey, Nicholson - lose some of their quality when their dimensions are greatly inflated.

MODERN ART IN MODEST SIZE is intended to show that high quality works of art can be modest in size - and price.

The exhibition will remain in Gallery 26 through November 28. All works will be for sale.

~~vacation~~

M. 9.12.62 - Metzler

M. 9.17.62 Kirkwood - ~~vacation~~

M. 9.24.62 Bruner, Mastroianni